



**SMILE**

**THIS WEEK AT ROTARY . . . Monday, May 11, 2020**

## The COVID-19 Disruption & the Opportunity to Deliver Meaningful Marketing Strategies for your Community & Customers

**Speaker: Irene Dickey**  
Department of Management & Marketing  
School of Business Administration  
University of Dayton



These are unprecedented times. Because of the coronavirus epidemic, the behaviors and the needs of people and workers have changed significantly and sometimes drastically. It is critical to know and understand what these changes are and to determine how and when to respond in a meaningful, authentic and impactful way. Google reports that these changes have "had a marked impact on how we approach work and leisure, as well as our relationships. The way we express ourselves, and the way we consume everything from content to products to media has also transformed." Brands are taking part in the conversation about the emerging concerns and changes in behaviors of people and families and are delivering strategies to help keep us productive, engaged and positive. This presentation will strive to grow that conversation and provide examples of companies that are implementing strategies of impact and to provide a framework for all of us to consider strategically, both personally and professionally. These are the 4 steps to get us started.

1. Know yourself. Look inside of your "house" - your mission.
2. Look outside of your "house" for relevant data and information identifying changing needs and behaviors.
3. Recognize brands with successful strategies being implemented right now and understand why they are impactful.
4. Identify how to apply these learnings to your own businesses and clients, and for the community.

### Foundation Contributions in the Bank

Penny Wolff  
Jim Gallagher  
Susie Weaver  
Brandon McClain  
Bill Anderson  
Tom Lasley  
Frank Scott  
Jason Hillard  
Lorna Dawes  
Jacquie Powell  
Andrea Wall  
Matt Scarr  
Tom Kemp

Tom Lasley  
Mike Houser  
Brian Martin  
Jay Woodhull  
Penny Wolff  
Dave Williamson  
Kelly Lehman  
Judith Francis  
Shannon Isom  
Randy Domigan  
Carolyn Rice  
Alan Moscovitz



**Thank You!**

**VOL. 91 NO. 40**

### Rotary Calendar



May 11	Irene Dickey, UD, Marketing Strategies - ZOOM MEETING
May 18	Marti Taylor, OneFifteen—ZOOM MEETING
May 21	Board of Directors Meeting 12 Noon
May 25	NO MEETING—MEMORIAL DAY
June 1	Vince Lewis, University of Dayton
June 6-10	Rotary International Convention in Honolulu, Hawaii—CANCELLED
June 8	TBD
June 15	Buddy LaChance, onMain, Redeveloping The Former Fairgrounds into Dayton's "Imagination District"
June 22	Red Ribbon Take Over Meeting
June 24	Rotary Presidential Gala at The Dayton Club—Cancelled
June 29	Changing of the Guard

**PLEASE NOTE SINCLAIR WILL  
REMAIN CLOSED DURING THE  
MONTH OF MAY.**

**WE WILL CONTINUE TO HOLD  
ZOOM VIRTUAL MEETINGS**

### This Happened Last Monday

The zoom meeting was called to order at 12:02 by President Jean Maychack on day 44 of the stay at home order with 66 Rotarians online. Bill Nance gave the invocation and led us in the 4-Way Test then gave us the news of the day.

Jean reminded the group that the Book Club would be holding their next meeting via Zoom as well next Tuesday the 12th. She also announced that the social committee is working on two virtual social events. Jean also announced that on this first meeting in May all undesignated Day-10s will be going towards our water safety projects. She then called on Secretary Kim Bramlage.

Secretary Kim started off by recognizing Birthdays for the week which included Dennis Grant which involved a True or False question about being stuck in a cave. ...continued on page 2

## Rotary International Theme 2019-2020



**Sigrid Solomon**  
District Governor 6670  
*Rotary Club of Wilmington AM*

### The Mission of Rotary International

To support its member clubs in fulfilling the Object of Rotary by:

- Fostering unity among member clubs;
- Strengthening and expanding Rotary around the world;
- Communicating worldwide the work of Rotary; and providing a system of international administration.

### The Mission of Dayton Rotary

The Rotary Club of Dayton is a fellowship of diverse business and professional leaders who commit their time and talent to staying informed and serving the club, the community and the world.

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Website: [www.daytonrotary.com](http://www.daytonrotary.com)

### 2019-2020 Officers and Directors

Jean Maychack	President
Brian Martin	President-Elect
Shaun Yu	Vice-President
Kim Bramlage	Secretary
Randy Domigan	Treasurer
Rick Wegmann	Immediate Past President
Frank Scott	Director (2020)
Glenn Costie	Director (2020)
Diane Farrell	Director (2021)
Becky Benná	Director (2021)
Walt Hibner	Director (2021)
Laura E. Erbaugh	Executive Director

## Birthday Wishes



Dave Fogarty  
937-220-1611  
May 11



Tim Hoffman  
937-449-2847  
May 11



Amy Radachi  
937-232-7961  
May 11

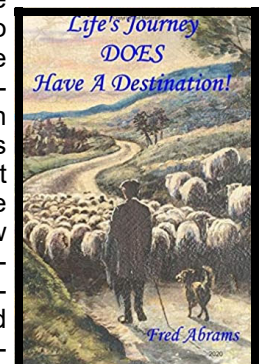


### This Happened Last Monday Continued

Also in attendance was Bob Hickey who was wished a happy birthday. Next up Kim called for voluntary Day-10s. Rick Schwartz gave a Day-54 for it being May 4th and May the 4th be with you. Dennis Grant gave a Day-100 for his birthday. Jessica Barry gave a Day-10 in honor of Linda Groover and Friend's office for providing all the supplies they needed to reopen the college. John Lyman gave a Day-100 for his son and his fiancé graduating virtually from Wright State University. Carri Paschal gave a Day-100 for her daughter's graduation. Bob Hickey gave a Day-100 for his birthday. Jim Gallagher gave a Day-10 for Bob Hickey. Jean Maychack gave a Day-10 for her son-in-law who has tested positive for COVID-19 but luckily has minimal symptoms. Brandon McClain gave a Day-16 in honor of his grandma turning 100 on May 16th. Kelly Lehman gave a Day-57 for Josh the Otter Water Project. Jacquie Powell gave a Day-100 for National Travel and Tourism Week. Gary Gottschlich became a grandpa 2 times last week.

Next up President Jean announced the red ribbon removal for Cassie Barlow for completing her check off list. And took the opportunity to remind the group of the upcoming Red Ribbon Takeover meeting and about their plans to raise funds for the Dayton Rotary Food Bank/Dayton VA Fundraiser. The Red Ribbon Group originally planned to collect both monetary donations as well as food donations but have decided just to concentrate on the monetary side as the Food Bank is able to stretch those dollars and do more. A \$100 donation can provide 600 meals and the Red Ribbon goal is to raise enough funds to provide 60,000 meals. If you would like to donate between now and June 22nd you may do so on the food bank website <https://thefoodbankdayton.org/donate/> please be sure to designate the contribution is for "Dayton Rotary VA Foodbank Fundraiser"

Jean thanked Jacquie Powell for volunteering to serve on the District Conference Committee for 2021. She then introduced Fred Abrams who spoke to the group about Life's Journey Does Have a Destination. The theme is its not enough just to be happy you must be content. Happiness is joy we feel for getting something we deserve. Contentment is the greatest wealth feeling of satisfaction in life. Someone who is not content with what he has wont be content with what he desires. Gratitude is the foundation of being content. How can you be grateful at the low points in life. Even in your low points you can be grateful for your blessings. Banish your regrets because they lead to discontentment. How to be content in the moment—Find three things to be grateful for. Fred's book is available on amazon.



## We Need Your Assistance!

# RED RIBBON

FUNDRAISING PROJECT

## 2020



Help us donate **60,000** meals to the  
**Dayton VA Foodbank**

### Background on the Dayton VA Foodbank

- Ohio has the 6th largest population of Veterans in the Country, with the Dayton region being the 2nd largest population in the state
- largest need of Veterans in the region is **FOOD**
- started by our own Dayton Rotarian - Jill Dietrich - in 2018
- since opening, has served **3,686** families and **7,821** individuals
- over 44% of individuals served are over 60 years old

## Two ways YOU can PARTICIPATE

### 1. Monetary Gift (with potential company match) - **PREFERRED**

\$20 = 120 meals    \$50 = 300 meals    \$100 = 600 meals

- go to **[www.thefoodbankdayton.org/donate](http://www.thefoodbankdayton.org/donate)** and contribute NOW!  
(be sure to click Dayton Rotary VA Foodbank Fundraiser)
- or bring your donation to the June 22nd Dayton Rotary meeting

### 2. Food Item Collection (see list of items needed below)

- bring items that you have collected to the June 22nd meeting
- or schedule a pickup for Saturday, June 20th by emailing Robert Woodhull at [rwoodhull@woodhullusa.com](mailto:rwoodhull@woodhullusa.com)

QUESTIONS ? Email Cassie Barlow at [cassie.barlow@soche.org](mailto:cassie.barlow@soche.org)

FOOD ITEMS NEEDED: soups, peanut butter, jelly, mac n' cheese, evaporated milk, powdered milk, puddings, canned fruit, canned juice, canned vegetables, dry cat & dog food, toilet paper, paper towels, bar soap, liquid soap, hot & cold breakfast cereal, pasta, canned pasta sauce, canned meat/fish, rice, beans

